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<u>LISTING OF THE CLAIMS</u>

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1   1. (Previously presented) A bi-directional type broadcasting and delivery method,

2   comprising the steps of:

3   (a) broadcasting a program including an advertisement program of articles

4   from a broadcasting system to a user terminal, said advertisement program being

5   produced by an advertising agent in response to a demand transmitted by an advertiser

6   from an advertiser system to an advertising agent system;

7   (b) registering policy data on a database of a service system by an advertiser

8   through said advertiser system;

9   (c) selecting on said user terminal, a specific one of said articles in which a

10   user has interest when said user views said advertisement program on said user

11   terminal;

12   (d) informing said selection to a service system through a network with a user

13   ID, wherein customer data is registered in relation to said user ID;

14   (e) preparing a private advertisement page for said user based on said customer

15   data and said policy data;

16   (f) downloading said private page from said service system to said user

17   terminal through said network; and

18   (g) carrying out purchase or reservation of said specific article on said user

19   terminal on which said customer data of said specific article is displayed.

1   2. (Currently amended) The bi-directional type broadcasting and delivery method

2   according to claim 1, further comprising the steps of:

3   (h) transmitting policy data for said advertisement program determined by said

4   advertiser from said advertiser system to said advertising agent system and demanding

5   production of said advertisement program to said advertising agent, said policy data

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6   being transmitted from said advertising agent system to said service system; and

7   (i) demanding said broadcasting of said advertisement program produced by

8   said advertising agent based on said policy data, from said advertising agent system to

9   said broadcasting system.

1   3. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 2, further comprising the step of:

3   (j) paying an advertisement production fee from said advertiser to said

4   advertising agent; and

5   (k) paying a broadcasting fee from said advertising agent to a broadcast

6   company.

1   4. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 1, further comprising the step of:

3   (l) charging a fee to said advertiser system by said service system for every

4   transaction of said (d) informing step.

1   5. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 1, wherein said (e) preparing step comprises the step of:

3   (m) determining said customer data of said specific article based on policy

4   data.

1   6. (Original) The bi-directional type broadcasting and delivery method according to

2   claim 5, wherein said policy data is predetermined by said advertiser.

1   7. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 5, further comprising the step of:

3   (n) charging a fee to said advertiser system by said service system for every

4   transaction of said (m) determining step.

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1   8. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 5, wherein said (m) determining step comprises the step of:

3   (o) determining said customer data of said specific article based on said policy

4   data, and at least one of customer data of said user and season and time data at said

5   selection.

1   9. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 1, further comprising the steps of:

3   (p) producing marketing data by said service system based on said purchase or

4   reservation of said specific article; and

5   (q) transmitting said marketing data from said service system to at least one of

6   said advertiser system, said advertising agent system and said broadcasting system.

1   10. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 9, wherein said customer data of said specific article is determined

3   based on policy data, and

4   said method further comprises the steps of:

5   (r) optimizing said policy data based on said transmitted marketing data in said

6   at least one of said advertiser system, said advertising agent system and said

7   broadcasting system, to update said policy data of said service system.

1   11. (Previously presented) The bi-directional type broadcasting and delivery method

2   according to claim 1, wherein said (b) selecting step comprises the step of:

3   (s) recording an ID of a guide program for said advertisement program in said

4   user terminal by selecting said advertisement program, and

5   said (c) informing step comprising the steps of:

6   (t) starting said guide program on said user terminal;

7   (u) transmitting said guide program ID and said user ID from said user

8   terminal to said service system; and

9   (v) managing said user ID and said guide program ID as a database.

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1   12. (Previously presented) A bi-directional type broadcasting and delivery system,

2   comprising an advertiser system of an advertiser, an advertising agent system of an

3   advertising agent, a broadcasting system of a broadcasting company, a user terminal

4   of a user, and a service system which are connected to a network,

5   wherein said advertiser determines policy data for an advertisement program,

6   and transmits said policy data and a demand of production of an advertisement

7   program of articles of said advertiser from said advertiser system to said advertising

8   agent system, registering said policy data on a database of a service system by an

9   advertiser through said advertiser system;

10   said advertising agent produces said advertisement program based on said

11   policy data in response to the demand of production of said advertisement program,

12   and said advertising agent system transmits said advertisement program and said

13   policy data to said broadcasting system,

14   said broadcasting system broadcasts said advertisement program,

15   said user terminal receives said advertisement program from said broadcasting

16   system and displays said received advertisement program, wherein a user selects a

17   specific one of said articles in which said user has interest when said user views said

18   received advertisement program on said user terminal, the selection being informed to

19   said service system with a user ID, wherein customer data is registered in relation to

20   said user ID,

21   said service system prepares a private advertisement page for said user based

22   on said customer data and said policy data, and

23   said user terminal downloads and displays said private page from said service

24   system, and said user transmits an instruction for purchase or reservation of said

25   specific article from said user terminal to said service system.

1   13. (Original) The bi-directional type broadcasting and delivery system according to

2   claim 12, wherein said advertiser system pays an advertisement production fee to said

3   advertising agent system, and

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4   said advertising agent system pays a broadcasting fee to said broadcast

5   company.

1   14. (Original) The bi-directional type broadcasting and delivery system according to

2   claim 12, wherein said service system charges a fee to said advertiser system by said

3   service system each time said selection is informed to said service system.

1   15. (Previously presented) The bi-directional type broadcasting and delivery system

2   according to claim 12, wherein said service system determines said customer data of

3   said specific article based on said policy data.

1   16. (Previously presented) The bi-directional type broadcasting and delivery system

2   according to claim 15, wherein said service system charges a fee to said advertiser

3   system each time said customer data is determined.

1   17. (Previously presented) The bi-directional type broadcasting and delivery system

2   according to claim 15, wherein said service system determines said customer of said

3   specific article based on said policy data, and at least one of customer data of said user

4   and season and time data at said selection.

1   18. (Original) The bi-directional type broadcasting and delivery system according to

2   claim 12, wherein said service system produces marketing data based on said purchase

3   or reservation of said specific article, and transmits said marketing data to at least one

4   of said advertiser system, said advertising agent system and said broadcasting system.

1   19. (Original) The bi-directional type broadcasting and delivery system according to

2   claim 18, wherein said policy data is optimized based on said transmitted marketing

3   data in said at least one of said advertiser system, said advertising agent system and

4   said broadcasting system such that said policy data in said service system is updated.

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1 20. (Original) The bi-directional type broadcasting and delivery system according to

2 claim 12, wherein an ID of a guide program for said advertisement program is

3 recorded in said user terminal in response to the selection of said advertisement

4 program, and said user terminal starts to display said guide program and transmits said

5 guide program ID and said user ID to said service system,

6 said service system manages said user ID and said guide program ID as a

7 database.